

GO-GLOBAL POWERS VIRTUAL INFRASTRUCTURE AND COLLABORATION FOR SOFTWARE SERVICE PROVIDER.



International Information Systems Eliminates Complexities and Reduces Costs by Deploying GO-Global Application Publishing Solution.

Customer Solution at a Glance

Company Profile: International Information Systems provides turnkey virtual infrastructure solutions for start-ups and other small businesses.

Business Need: The firm needed an efficient, cost-effective way to deliver server-based business applications to remote customer desktops.

GraphOn Solution: IIS selected GO-Global® for Windows, an advanced, server-centric solution that provides near-zero-footprint clients for fast, simple and affordable application access from any location or client platform.

Results:

- Provides a simple, plug-and-play solution eliminating the complexities of Citrix and Microsoft WTS.
- Delivers 100% of the applications' functions and features, as though they are running locally.
- Offers increased performance via GraphOn's unique, patented RXP protocol.

Headquartered in New York, NY, International Information Systems (IIS) offers comprehensive, enterprise-class data/voice networking and collaboration solutions tailored to the needs of business start-ups and other small businesses. Building on the emerging business model of "software as a service," the firm provides its customers with a virtual network infrastructure including not only business application delivery, but also back-end collaboration capabilities and Voice over IP (VoIP) phone service. IIS-delivered solutions eliminate the need for customers to purchase, install and maintain business applications, network infrastructure, and back-end servers.

To centrally publish Microsoft Office and other business and productivity applications for easy and cost-effective access from any desktop, IIS selected GO-Global for Windows, the simple plug-and-play application publishing solution that eliminates the complexities associated with Citrix and Microsoft Windows Terminal Services.



Access to Applications Anywhere.

Enterprise Functionality for the Small Business

International Information Systems targets small business operations, start-up ventures, relocating firms, and the managed office space market. These types of businesses are faced with the economic and logistical challenges of purchasing, installing and maintaining data and voice infrastructure, including networks, desktop business applications, back-end collaboration servers, PBX switches, and other equipment.

“Our customers typically come from large corporations where they’re used to having access to higher levels of business applications and collaboration tools,” said Stephen Feldberg, Chief Technology Officer at IIS. “When they start out on their own business ventures, they realize the high costs and complications of deploying a comparable infrastructure and bringing on an IT staff.”

IIS offers these customers a turnkey, service-based solution that provides the same functionality as though they had deployed an enterprise-class local area network and a switched phone system set up and maintained by an experienced network administrator.

Services include Microsoft Office and other desktop business applications, Windows Server 2003-based file sharing, Microsoft Exchange Server-based collaboration, and Fonix Telecommunications VoIP service.

Publishing Business Applications

“One of the challenges we faced in setting up our virtual infrastructure business model was to find an efficient and cost-effective method to centrally run and maintain business application for online deployment to our customer base,” said Feldberg. “We first evaluated a Citrix-based solution, but quickly discovered that Citrix was overly expensive and included a lot of features that we simply didn’t need.”

Feldberg explained that Citrix’s server and licensing requirements were overkill for the straightforward application publishing that IIS required.

The GO-Global Solution

To meet their needs, IIS selected GO-Global for Windows from GraphOn. GO-Global makes it easy and affordable for IIS customers to access Microsoft Office and other Windows applications from any desktop.

On the server side, GraphOn’s unique, patented RXP protocol eliminates the need to install Windows Terminal Services. On the client side, an ultra-thin client delivers the application with a completely native user interface.

“GO-Global offers the simplicity and performance our customers need. As a business solution, it provides IIS with the functionality we require, no more, no less. With Citrix, we’d be paying for features that we wouldn’t be using.”

Stephen Feldberg
Chief Technology Officer
International Information Systems

Performance Advantages

While Citrix and WTS utilize the RDP protocol and screen bitmap technology to publish the entire desktop, GO-Global uses RXP to publish just the applications. This highly efficient method provides for faster deployment and performance, easier administration, and much simple integration.

IIS customers see 100% of the published applications’ functions and features on their desktops, as though the application were running locally. And unlike Citrix and WTS, only keystrokes and mouse events are transmitted from the clients back to the server, further improving performance.

File Sharing and Collaboration

“We’re leveraging GO-Global technology to not only publish business applications, but also to enable the back-end infrastructure that lets our customers take advantage of file sharing and other collaborative features that turn desktop applications into enterprise-class feature sets,” continued Feldberg.

“By publishing Microsoft Outlook to our customers’ desktops, for example, they can easily connect to our Exchange server on the back-end,” he explained. “This means they not only get complete email functionality, but it also enables powerful collaborative features such as shared calendars, public folders, and the ability to assign tasks and share contacts.”

Secure Communications

IIS customers, especially those in the financial sector, are rightfully concerned about security.

“That’s yet another reason we selected GraphOn,” said Feldberg. “GO-Global provides for very strong security, including Secure Socket Layer, proxy server tunneling, and 256-bit AES encryption.”

Growing into the Future

“As they grow beyond the start-up phase, a major challenge for small businesses is upgrading their infrastructure and keeping up with new software releases,” concluded Feldberg. “Thanks to our technology partners such as GraphOn on the application side and Fonix on the VoIP side, we are able to provide our customers with a central, transparent administration point that makes it easy and painless to grow and add new functionality.”



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